

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L10	41	display with (ad or advertisement) with (cellphone or (mobile adj phone)) and target\$ with advertisement	US-PGPUB; USPAT	OR	ON	2007/11/17 12:01
L9	96	display with (ad or advertisement) with (cellphone or (mobile adj phone))	US-PGPUB; USPAT	OR	ON	2007/11/17 12:01
L8	1	("6216129").PN.	US-PGPUB; USPAT	OR	OFF	2007/11/17 12:00
L7	153	select\$3 with (ad or advertisement) same (price) and target\$ with (ad or advertisement) and ad with server	US-PGPUB; USPAT	OR	ON	2007/11/17 11:28
L6	1	select\$3 with (ad or advertisement) same (price with metric) and target\$ with (ad or advertisement) and ad with server	US-PGPUB; USPAT	OR	ON	2007/11/17 11:07
L5	1	select\$3 with (ad or advertisement) same (cost and (price with metric)) and target\$ with (ad or advertisement) and ad with server	US-PGPUB; USPAT	OR	ON	2007/11/17 11:06
L4	178	select\$3 with (ad or advertisement) same (cost or (price with metric)) and target\$ with (ad or advertisement) and ad with server	US-PGPUB; USPAT	OR	ON	2007/11/17 11:06
L3	433	select\$3 with (ad or advertisement) same (cost or (price with metric)) and target\$ with (ad or advertisement)	US-PGPUB; USPAT	OR	ON	2007/11/17 11:02
L2	836	select\$3 with (ad or advertisement) same (cost or (price with metric))	US-PGPUB; USPAT	OR	ON	2007/11/17 11:02
L1	1	("5937392").PN.	US-PGPUB; USPAT	OR	OFF	2007/11/17 10:55
S13	9	("5515270"   "5933811"   "5937037"   "5937392"   "5948061"   "5970469"   "5974451"   "6246994"   "6351442").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2007/11/16 10:57
S12	30	customiz\$ with (ad or advertisement) with web with page	US-PGPUB; USPAT	OR	ON	2007/11/16 10:56

## EAST Search History

S6	117	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) with cost and user with profile	US-PGPUB; USPAT	OR	ON	2007/11/16 10:56
S11	6	target\$ with advertisement and ad with server same track\$ and select\$3 with (ad or advertisement) same criterion	US-PGPUB; USPAT	OR	ON	2007/11/13 13:12
S10	79	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) and ranking with (ad or advertisement)	US-PGPUB; USPAT	OR	ON	2007/11/13 12:56
S9	38	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) and geographic and search with engine with keyword and ranking with (ad or advertisement)	US-PGPUB; USPAT	OR	ON	2007/11/13 12:56
S8	1	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) with price adj2 metric	US-PGPUB; USPAT	OR	ON	2007/11/13 12:53
S7	1	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) with price adj2 metric and user with profile	US-PGPUB; USPAT	OR	ON	2007/11/13 12:53
S5	238	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and (ad or advertisement) with cost	US-PGPUB; USPAT	OR	ON	2007/11/13 12:29
S4	65	classif\$ with (ad or advertisement) and target\$ with (advertisement or ad) and select\$3 with (ad or advertisement) with cost	US-PGPUB; USPAT	OR	ON	2007/11/13 12:29
S3	3	(("20040122731") or ("20050021395") or ("20050021397")).PN.	US-PGPUB; USPAT	OR	OFF	2007/11/13 12:27
S2	10	(("5937392") or ("5948061") or ("6269361") or ("6285986") or ("6285987") or ("6324519") or ("6366907") or ("6377936") or ("6396907") or ("6401075")).PN.	US-PGPUB; USPAT	OR	OFF	2007/11/13 12:26
S1	3	(("5490060") or ("6182050") or ("6571279")).PN.	US-PGPUB; USPAT	OR	OFF	2007/11/13 10:39